Amendment and Response
Applicant: George Bradley Hobbs
Serial No.: 09/734,295
Filed: December 11, 2000
Docket No.: 10003974-1
Title: PRINT PROCESSING SYSTEM AND METHOD WITH PRINT JOB ADVERTISING

IN THE CLAIMS

Please add claims 33-50.

1-14.   (Cancelled)

15.   (Previously Presented) A method of processing a print job of a customer and including advertising with the print job, the method comprising the steps of:

defining a print processing system controller having a plurality of advertisements registered therewith, each of the advertisements having a profile associated therewith;

defining a network communication link between the customer and the print processing system controller;

receiving a data file for the print job from the customer at the print processing system controller via the network communication link;

processing the data file for the print job and determining from the data file a content of the print job;

associating at least one of the advertisements with the print job, including automatically selecting the at least one of the advertisements based on the content of the print job and the profile of the advertisements; and

printing the print job;

and wherein the step of associating the at least one of the advertisements includes querying the customer for approval of associating the at least one of the advertisements with the print job and receiving a response thereto, and wherein printing the at least one of the advertisements includes printing the at least one of the advertisements with the print job if the response is favorable.

16-24. (Cancelled)

25.   (Previously Presented) A system for processing a print job of a customer and including advertising with the print job, the system comprising:/08/2008 PCHOMP   00000012 082025   09734295

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a print processing system controller configured to have a plurality of advertisements registered therewith, each of the advertisements having a profile associated therewith,

wherein the print processing system controller is adapted to receive a data file for the print job from the customer, determine a content of the print job from the data file, and automatically select at least one of the advertisements for the print job based on the content of the print job and the profile of the advertisements;

and wherein the print processing system controller is adapted to query the customer for approval to associate the at least one of the advertisements with the print job, receive a response thereto, and associate the at least one of the advertisements with the print job if the response is favorable.

26-32. (Cancelled)

33.   (New) A method of processing a print job of a customer and including advertising with the print job, the method comprising the steps of:

defining a print processing system controller having a plurality of advertisements registered therewith, each of the advertisements having a profile associated therewith;

defining a network communication link between the customer and the print processing system controller;

receiving a data file for the print job from the customer at the print processing system controller via the network communication link;

processing the data file for the print job and determining from the data file a content of the print job; and

associating at least one of the advertisements with the print job, including automatically selecting the at least one of the advertisements based on the content of the print job and the profile of the advertisements.

34.   (New) The method of claim 33, wherein the step of defining the network communication link includes defining an Internet communication link between the customer and the print processing system controller.

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35.   (New) The method of claim 33, wherein the step of associating the at least one of the advertisements includes comparing the content of the print job with the profile of the advertisements and associating the at least one of the advertisements with the print job if the content of the print job coincides with the profile of the at least one of the advertisements.

36.   (New) The method of claim 33, further comprising the step of:

printing the print job, and

wherein the step of associating the at least one of the advertisements includes printing the at least one of the advertisements with the print job.

37.   (New) The method of claim 33, further comprising the step of:

registering the advertisements with the print processing system controller.

38.   (New) The method of claim 37, wherein the step of defining the network communication link includes defining the network communication link between at least one advertiser, the customer, and the print processing system controller, and wherein the step of registering the advertisements includes registering at least one advertisement of the at least one advertiser with the print processing system controller via the network communication link.

39.   (New) The method of claim 37, wherein the step of registering the advertisements includes storing the advertisements, and wherein the step of associating the at least one of the advertisements includes retrieving the at least one of the advertisements.

40.   (New) A system for processing a print job of a customer and including advertising with the print job, the system comprising:

a print processing system controller configured to have a plurality of advertisements registered therewith, each of the advertisements having a profile associated therewith,

wherein the print processing system controller is adapted to receive a data file for the print job from the customer, determine a content of the print job from the data file, and

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automatically select at least one of the advertisements for the print job based on the content of the print job and the profile of the advertisements.

41.   (New) The system of claim 40, wherein the print processing system controller is configured to communicate with the customer via a network communication link, and wherein the print processing system controller is adapted to receive the data file for the print job from the customer via the network communication link.

42.   (New) The system of claim 41, wherein the network communication link is an Internet communication link.

43.   (New) The system of claim 40, wherein the print processing system controller is adapted to compare the content of the print job with the profile of the advertisements and associate the at least one of the advertisements with the print job if the content of the print job coincides with the profile of the at least one of the advertisements.

44.   (New) The system of claim 40, wherein the print processing system controller is configured to communicate with at least one advertiser via a network communication link, and wherein the print processing system controller is adapted to receive at least one advertisement of the plurality of advertisements from the at least one advertiser via the network communication link.

45.   (New) The system of claim 44, wherein the network communication link is an Internet communication link.

46.   (New) The system of claim 40, further comprising:
        a print processing data storage system configured to communicate with the print processing system controller and store the advertisements therein.

47.   (New) The method of claim 33, wherein the profile of the advertisements includes at least one of keywords and a theme for each of the advertisements.

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48.   (New) The method of claim 33, wherein determining the content of the print job includes determining a profile for the print job based on at least one of keywords and a theme of the print job.

49.   (New) The system of claim 40, wherein the profile of the advertisements includes at least one of keywords and a theme for each of the advertisements.

50.   (New) The system of claim 40, wherein the content of the print job is determined from a profile for the print job as based on at least one of keywords and a theme of the print job.

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